



RED HAT
FORUM
Beijing

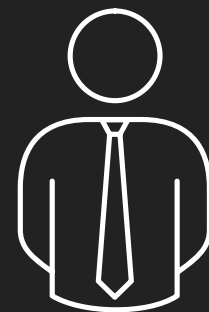
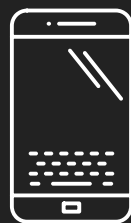
ENGAGE CUSTOMERS
THROUGH ENLIGHTENED INNOVATION

PIERRE FRICKE

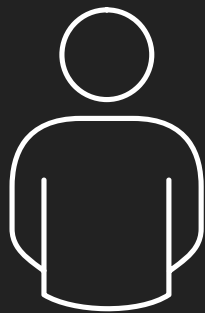
DIRECTOR, PRODUCT MARKETING - RED HAT

CUSTOMERS ARE DEMANDING SATISFYING EXPERIENCES

AT THE RIGHT TIME AND PLACE



TRANSFORMING THE BUSINESS TO DELIGHT CUSTOMERS



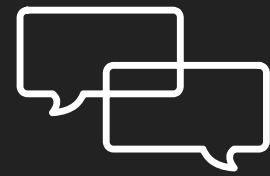
DEMANDS ON I.T. TODAY:



MORE
IMMEDIATE



MORE
PERVASIVE



MORE
AWARE



**TRANSFORMING I.T.
IS IMPERATIVE**

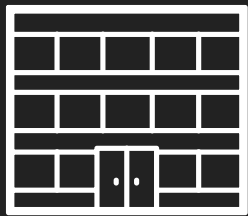


The logo features the text 'RED HAT® JBOSS® MIDDLEWARE' in white, bold, sans-serif font, centered within a dark green rectangular box with a light green border. The background of the entire page is a solid dark green color with a repeating pattern of light green circles and crosses.

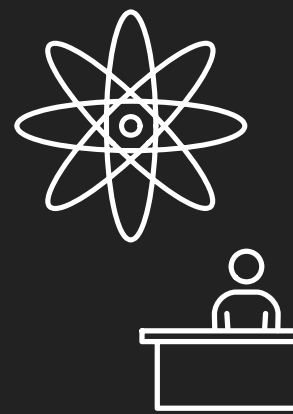
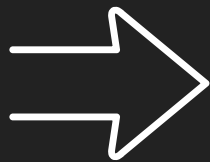
**RED HAT® JBOSS®
MIDDLEWARE**

TRANSFORMING CUSTOMER SERVICE

DON'T LOSE YOUR CUSTOMERS



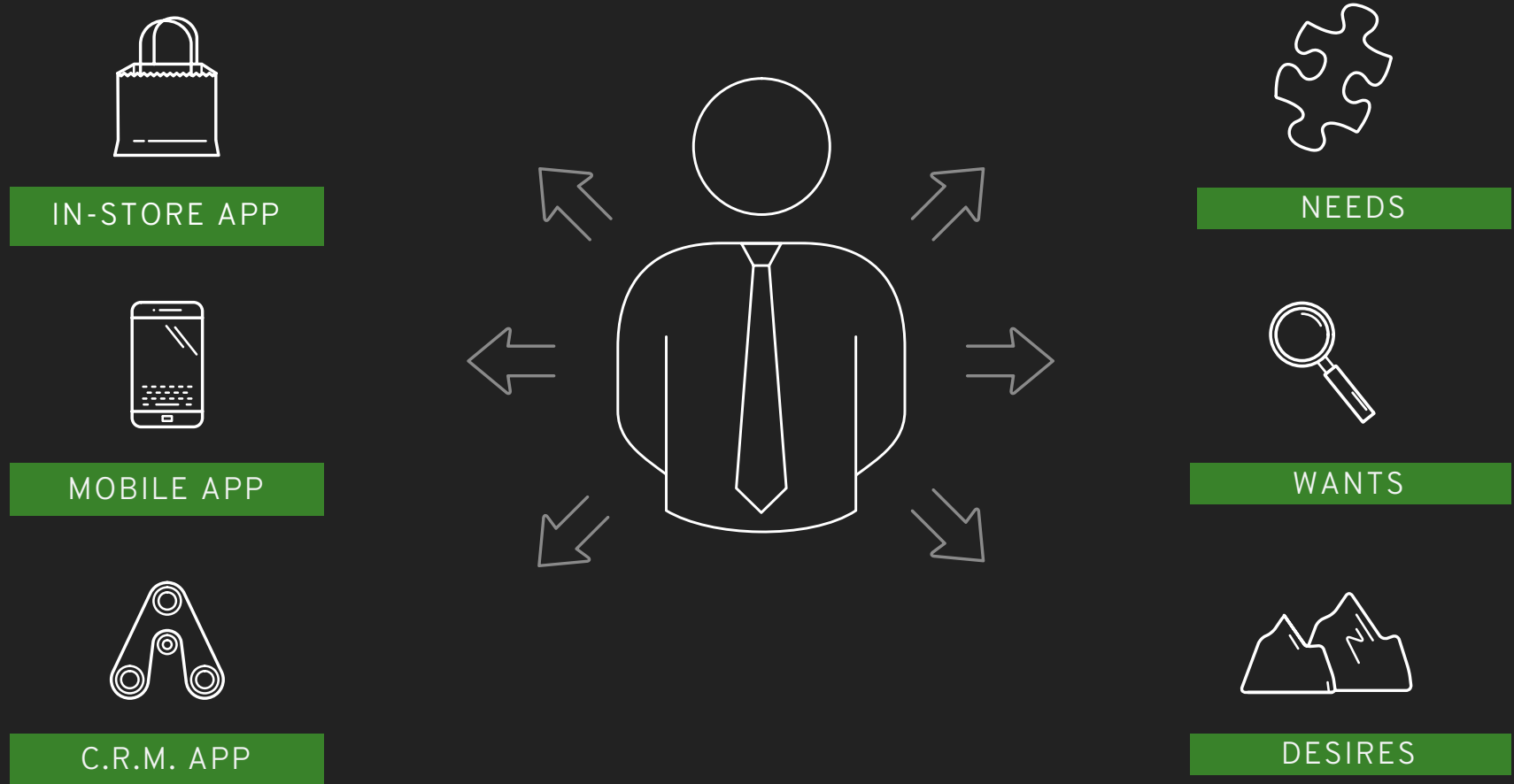
RETAILER



INNOVATIVE RETAILER

KNOW THEM BEFORE THE COMPETITORS

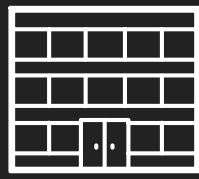
UNDERSTAND YOUR CUSTOMER



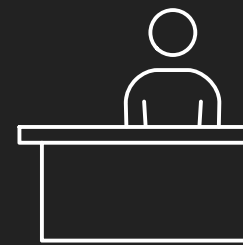
FULLY ENGAGE WITH YOUR CUSTOMER



ON THE ROAD



ON THE STREET



IN THE STORE

WANTS:

- Closest location
- Quickest route
- Lightest traffic
- Favorite songs

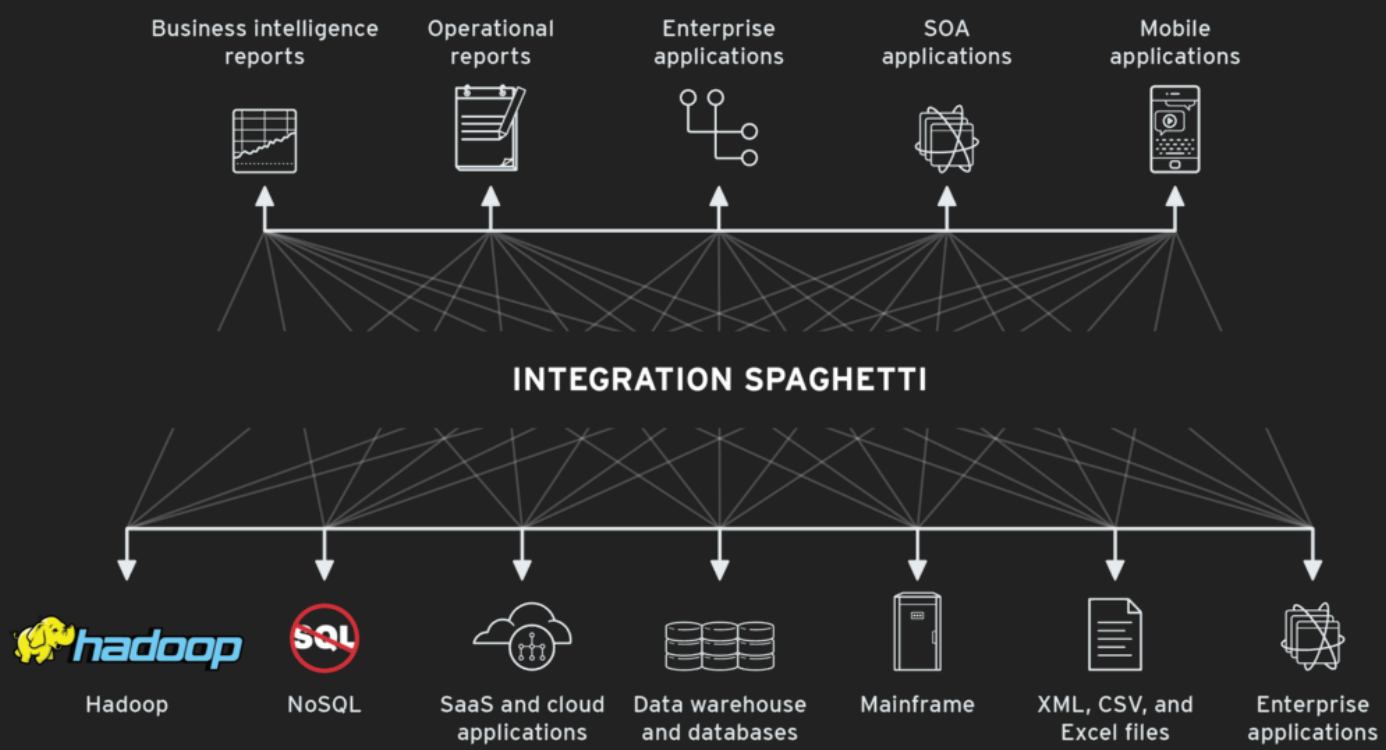
WANTS:

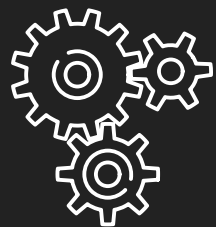
- Weather forecast
- Retailer suggestions
- Product sales
- Lunch

WANTS:

- Personalized service
- Short lines
- Product suggestions
- Incentives to return

UNDERSTAND INCOMING DATA





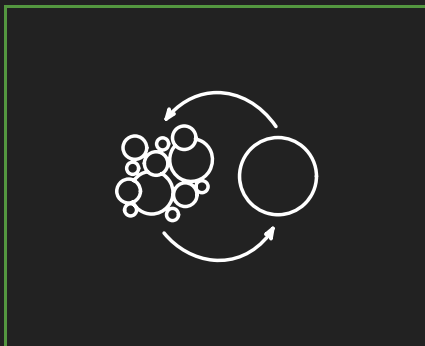
ACCELERATE. INTEGRATE. AUTOMATE.

ENABLE YOUR ENTERPRISE
TO BETTER UNDERSTAND
YOUR CUSTOMER

ACCELERATE

GET YOUR PRODUCTS TO MARKET FASTER

DEVELOPMENT



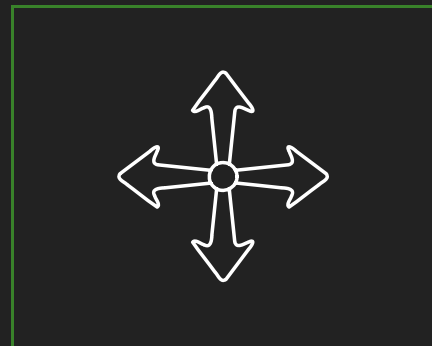
BUILD 51% MORE
applications per year.

DEPLOYMENT



DEPLOY WITH EASE
across on-premise, mobile,
and cloud.

PERFORMANCE

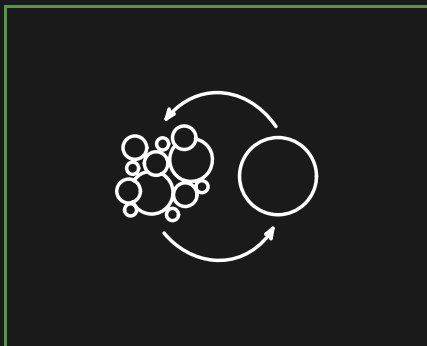


SCALE ELASTICALLY
to avoid data bottlenecks.

ACCELERATE

GET YOUR PRODUCTS TO MARKET FASTER

DEVELOPMENT



BUILD 51% MORE
applications per year.

RED HAT® JBOSS®
ENTERPRISE
APPLICATION PLATFORM



DEPLOYMENT

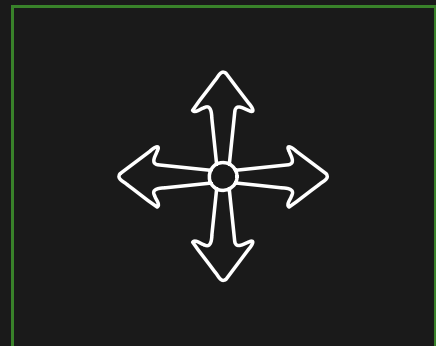


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APPLICATION PLATFORM



PERFORMANCE

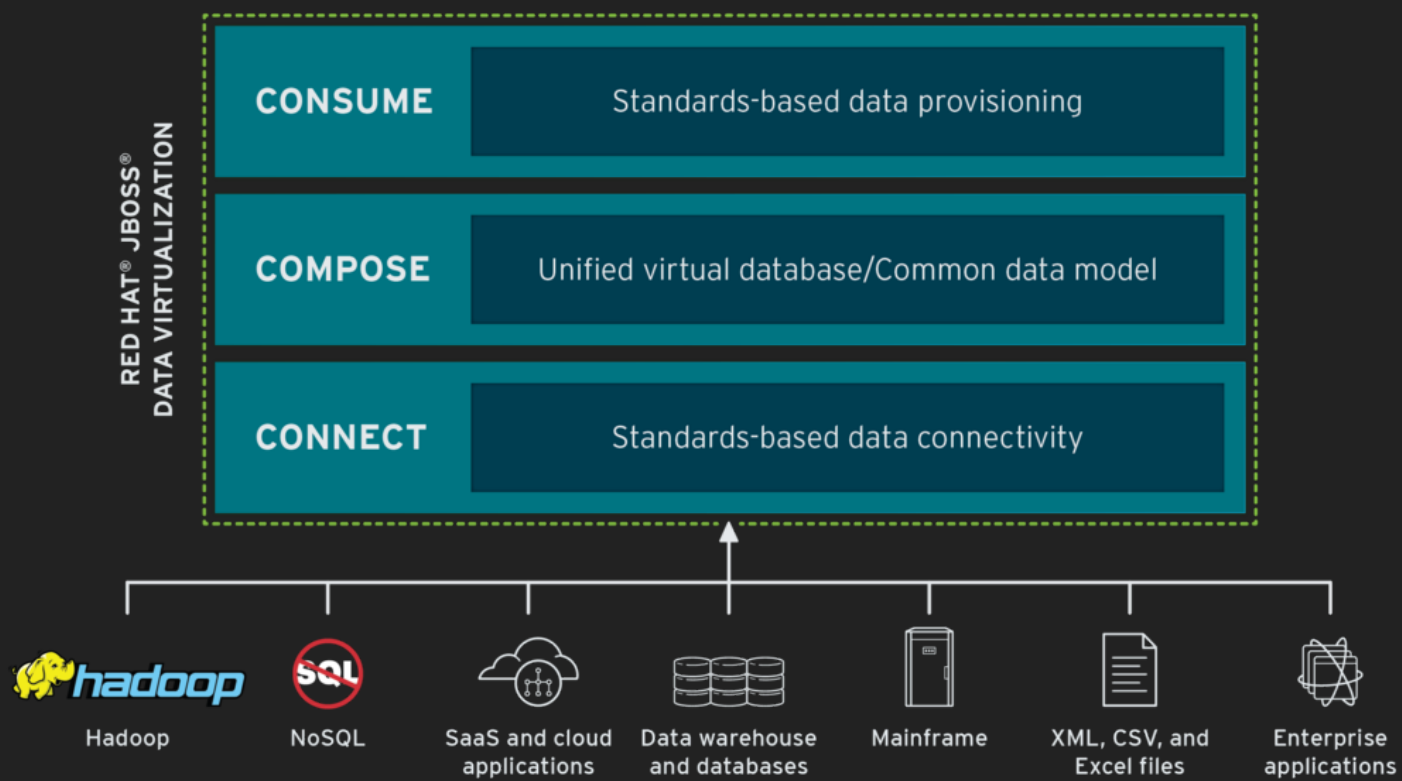


SCALE ELASTICALLY
to avoid data bottlenecks.

RED HAT® JBOSS®
DATA GRID

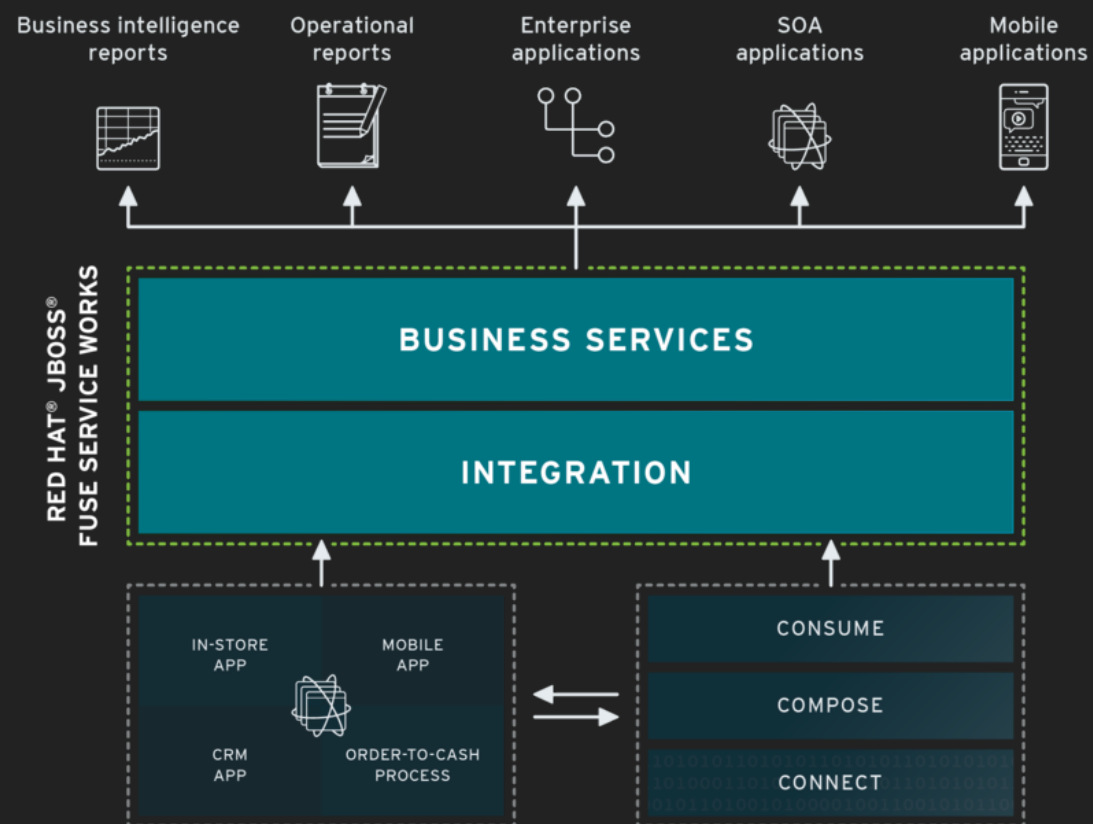
INTEGRATE

BUILD A DATA SERVICES LAYER



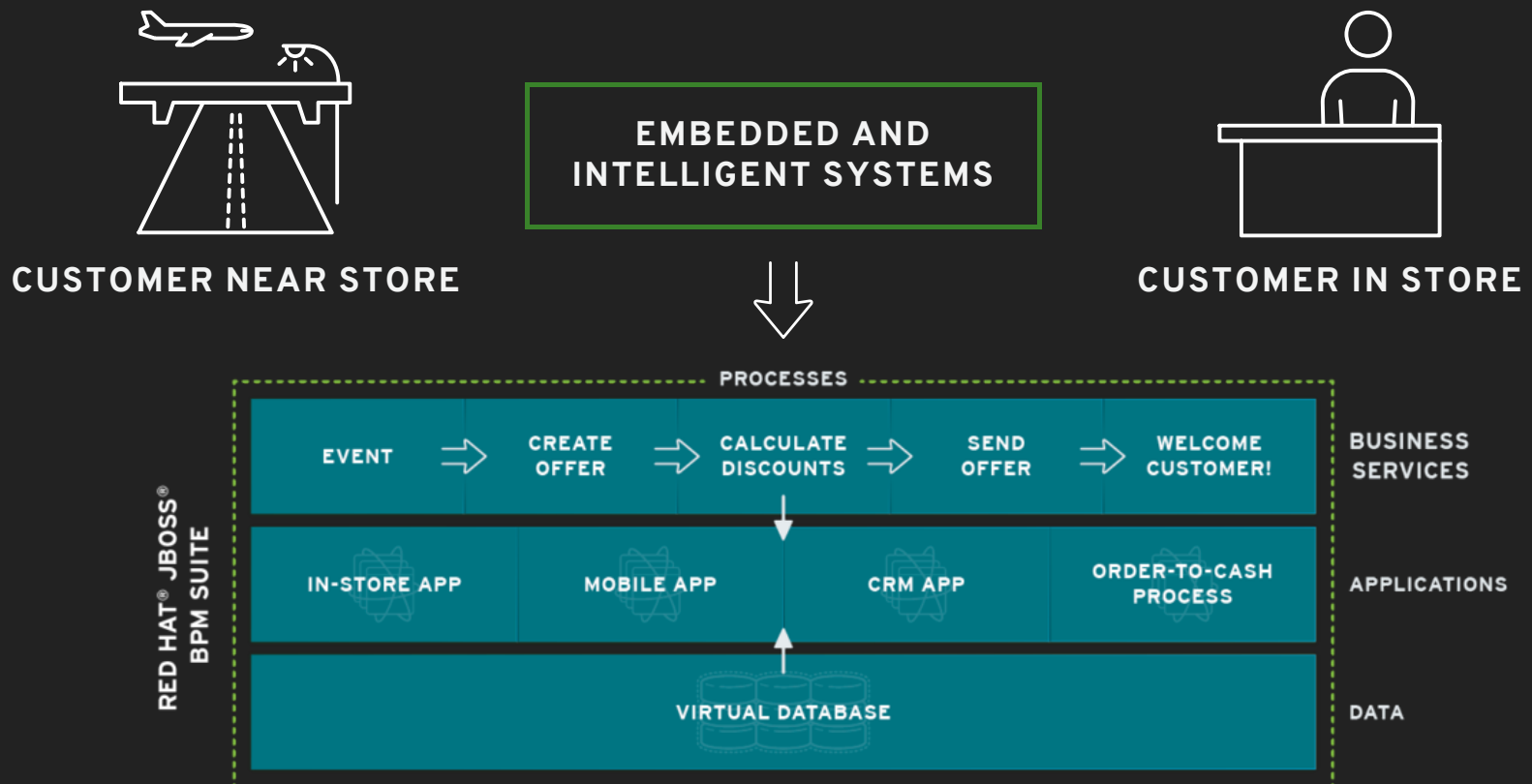
INTEGRATE

LINK APPLICATIONS, DATA, AND DEVICES ACROSS YOUR ENTERPRISE



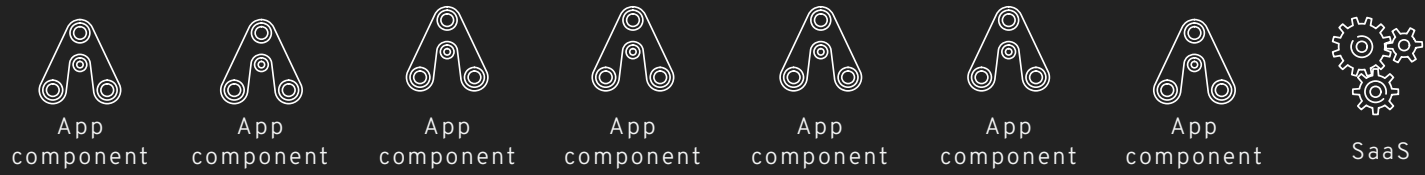
AUTOMATE

REACT QUICKLY TO REAL-TIME BUSINESS EVENTS



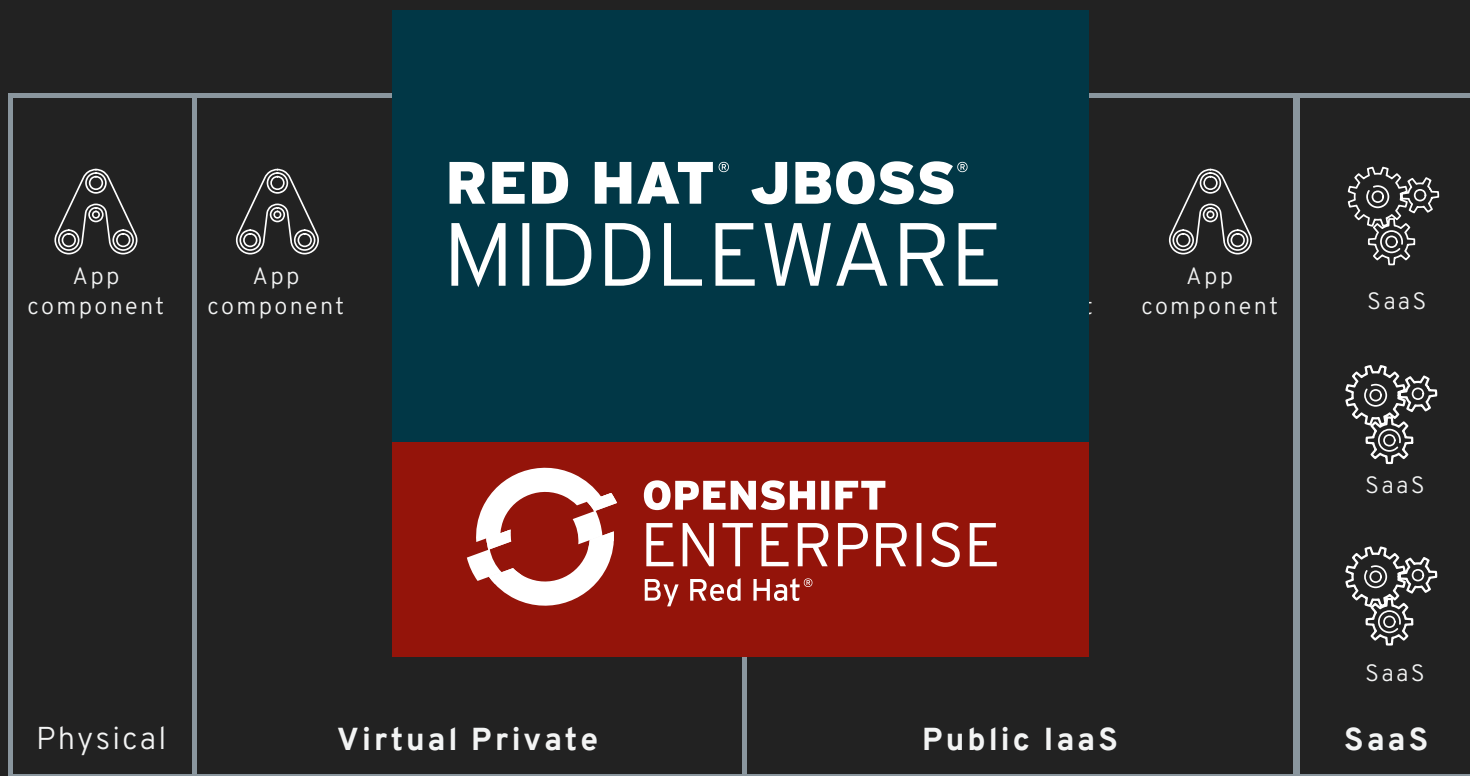
ACROSS PUBLIC AND PRIVATE CLOUDS

RED HAT JBOSS xPaaS SERVICES FOR OPENSIFT



ACROSS PUBLIC AND PRIVATE CLOUDS

RED HAT JBOSS xPaaS SERVICES FOR OPENSIFT

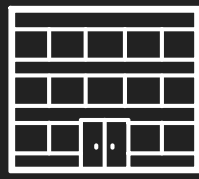


INNOVATIVE RETAIL

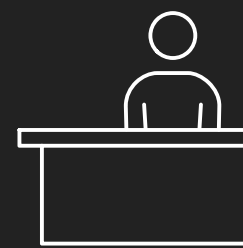
LINK APPLICATIONS, DATA, AND DEVICES ACROSS YOUR ENTERPRISE



ON THE ROAD



ON THE STREET



IN THE STORE

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**RED HAT® JBOSS®
MIDDLEWARE**

ENLIGHTENED INNOVATION

INNOVATE FASTER IN A SMARTER WAY



ACCELERATE

Develop your applications faster and deploy them across any environment.

Develop 51% more applications per year

Scale elastically with fewer data bottlenecks



INTEGRATE

Connect systems, applications, and data across your entire enterprise.

Application integration, messaging and data virt

Leader in deep, cloud and internet-of-things integration



AUTOMATE

Automate business processes to react quickly to IT changes.

Complex event processing for faster decision-making

Better collaboration between business and IT teams

JBOSS xPaaS SERVICES FOR OPENSIFT

MOVING INTO THE FUTURE

**RED HAT® JBOSS®
MIDDLEWARE**

JBoss Fuse

JBoss BPM

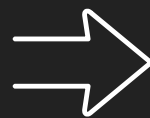
JBoss EAP

JBoss A-MQ

JBoss BRMS



 **OPENSIFT
ENTERPRISE**
By Red Hat®



iPaaS

bpmPaaS

aPaaS

mPaaS

rulesPaaS



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